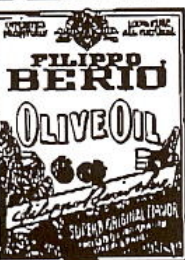


**FILIPPO
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December 8, 2004

Ms. Chere L. Shorter,
Standardization Section, Processed Products Branch,
Fruit and Vegetable Programs, Agricultural Marketing Service,
U.S. Department of Agriculture
1400 Independence Avenue SW., Room 0709, South Building; STOP 0247,
Washington, DC 20250

**Re: Comments On United States Standards for Grades of
Olive Oil, Docket No. FV-04-334**

Dear Ms. Shorter:

We are pleased to submit comments to your organization regarding the California Olive Oil Council's (COOC) petition to update the USDA standard for olive oil.

As a longstanding and active member of the North American Olive Oil Association (NAOOA), SALOV North America Corp., the importer of Filippo Berio Olive Oil, has always abided by the standards established by the International Olive Oil Council (IOOC). We firmly believe that standards such as these that have been adopted for international olive oil commerce should be made a part of U.S. standards, and that they should be carefully maintained and monitored in order to prevent inferior olive oil from finding its way into the U.S. marketplace to the detriment of U.S. consumers.

We, therefore, support the COOC petition to update the USDA standard.

In addition, we request that:

1. The current exclusion of a reference to linolenic acid within the petition be noted, and that a reference be included in the standard once testing to determine the correct limits for this fatty acid has been completed,
2. A USDA-created or USDA accredited laboratory(ies) be designated to perform the chemical analyses according to current and updated IOOC scientific standards and that
3. A panel of USDA employees, properly certified by the IOOC, be formed to conduct the organoleptic analyses that will be required pursuant to these standards.

Thank you for your consideration.

Sincerely,

B. Thomas Mueller, President
SALOV North America Corp.